

Social media guidelines

Use of social media can benefit your studies and enrich your personal and social life. But it is important that students are aware of potential challenges and risks.

Whether you are studying in-person at Madingley Hall, or online, we expect that you always show respect to other students, staff and people outside the University.

What is social media?

Social media are online platforms and tools allowing users to create, share, and interact with content, enabling communication and connection. It includes websites and applications designed for networking, collaboration, and content sharing. Here are some examples:

- Facebook
- X (formerly known as Twitter)
- Instagram
- LinkedIn
- Tik Tok
- YouTube
- WhatsApp

Do

- Follow us!
 - Facebook: <https://www.facebook.com/CambridgeICE/>
 - X: <https://x.com/Cambridge ICE>
 - Instagram: <https://www.instagram.com/cambridge ICE/>
 - YouTube: <https://www.youtube.com/user/CambridgeICE>
 - LinkedIn: <https://www.linkedin.com/company/3255723/>
- Be safe online
 - Read and adhere to the respective social media platform's terms and conditions and check their privacy policy before signing up.
 - Think about what personal details you provide and manage your privacy settings to take control of who can see your profile and what information is displayed publicly.
 - Use different passwords for different accounts.
- Build networks
 - Follow influential people in your subject area like your tutor and fellow classmates.
 - Don't be afraid to take part in discussions. Demonstrate your interest and engagement in your subject.
- **In line with our student charter, always be respectful and courteous.** Think before you post. Don't post anything you wouldn't say in public.

Don't

- Don't post anything that could be understood to be:
 - Bullying
 - Discriminatory
 - Harassing
 - Offensive
 - Threatening
 - Obscene
 - Defamatory

This includes making comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age. This also includes commenting about any individual studying or working at the Institute in an offensive or defamatory way.

Don't share copyrighted materials, such as ICE teaching materials, on your social media. Look for a © symbol. You can find more information about copyright here:

<https://www.gov.uk/topic/intellectual-property/copyright>

Legislation

There is a variety of civil and criminal legislation that could apply to social media use that you should be aware of, including:

- Equality Act 2010: <http://www.legislation.gov.uk/ukpga/2010/15/contents>
- Communications Act 2003: <http://www.legislation.gov.uk/ukpga/2003/21/contents>
- Defamation Act 2013: <https://services.parliament.uk/bills/2012-13/defamation.html>
- Malicious Communications Act 1988: <http://www.legislation.gov.uk/ukpga/1988/27/contents>
- Data Protection Act 2018: <https://www.gov.uk/data-protection>
- Human Rights Act 1998: <http://www.legislation.gov.uk/ukpga/1998/42/contents>
- Public Order Act 1986: <http://www.legislation.gov.uk/ukpga/1986/64/contents>
- Protection from Harassment Act 1997: <http://www.legislation.gov.uk/ukpga/1997/40/contents>

Dealing with disruptive users

If you encounter a user who is being disruptive to your learning experience at ICE or posting content that violates our social media guidelines, please follow these steps:

- Take screenshots of the evidence
- Do not engage, respond or react to the disruptive behaviour
- Consider making your social media profiles private rather than public to stop new unwanted comments and engagements.
- Ensure your passwords are strong and you have two-factor authentication set up. Check the direct-messaging settings for your social media accounts to limit who can message you.
- Block the accounts to stop seeing their content and to stop them seeing yours.
- Consider reporting abusive messages to the social media platforms.
- Report the incident by alerting the ICE Marketing Team at: marketing@ice.cam.ac.uk

By adhering to these steps, you can help maintain a positive and respectful online community. Remember social media is not the appropriate channel for filing complaints or addressing institute-related concerns. For any issues regarding your course or experience at ICE, please contact your course administration team directly.